

What is Claimed is:

1. A display mattress protector that is attached to a mattress to protect the mattress from customer wear when customers are placing their feet on the mattress while testing the mattress in a showroom, the display mattress protector comprising:

a flexible sheet;

at least one elastic cord having an overall length, wherein the elastic cord is attached to the flexible sheet to secure the display mattress protector to the mattress; and

a length-adjusting member attached to the elastic cord that holds an adjustable length of unused cord in a loop, so that the overall length of the elastic cord can be adjusted to fit the display mattress protector to the mattress.

2. The display mattress protector defined in claim 1 wherein the elastic cord comprises two parallel elastic cords each having two ends that are attached to the flexible sheet at respective corners of the sheet.

3. The display mattress protector defined in claim 1 wherein the elastic cord comprises shock cord.

4. The display mattress protector defined in claim 3 wherein the length-adjusting member comprises a cord stopper.

5. The display mattress protector defined in claim 1 wherein the length-adjusting member comprises a

cord stopper.

6. The display mattress protector defined in claim 1 wherein the length-adjusting member comprises a cord stopper having a spring-loaded plunger that allows the cord to either be held in place in the cord stopper or to be slid through the cord stopper to adjust the length of the loop.

7. The display mattress protector defined in claim 1 wherein the flexible sheet comprises vinyl having a thickness in the range of 20 to 40 gauge.

8. The display mattress protector defined in claim 7 wherein the flexible sheet comprises a clear sheet.

9. The display mattress protector defined in claim 1 wherein there are two cords that secure the flexible sheet to the mattress, each of the two cords having two respective ends, and wherein the flexible sheet is rectangular and has a hole at each corner of the sheet, the display mattress protector further comprising crimped metal barbs on each end of each of the two cords that attach the cords to the sheet at the holes.

10. The display mattress protector defined in claim 1 wherein the flexible sheet is double-polished clear vinyl with a printed mattress manufacturer logo, wherein the cord comprises at least two cords each of

which has crimped metal barbs that attach the cords to the flexible sheet, wherein the cords comprise shock cord, and wherein the length-adjusting member comprises at least one cord stopper with a spring-loaded plunger.

11. A display mattress protector that is attached to a mattress to protect the mattress from customer wear when customers are placing their feet on the mattress while testing the mattress in a showroom, the display mattress protector comprising:

a clear sheet having an upper surface and a lower surface, wherein there is printed promotional information printed in reverse on the lower surface; and

at least one cord that is attached to the clear sheet to secure the display mattress protector to the mattress.

12. The display mattress protector defined in claim 11 wherein the cord comprises fabric-covered elastic shock cord.

13. The display mattress protector defined in claim 11 wherein the cord has ends and wherein the clear sheet has a plurality of holes through which the ends of the cord pass, the mattress protector further comprising barbs connected to the ends of the cord that keep the ends of the cord from slipping from the holes.

14. The display mattress protector defined in claim 13 wherein the barbs comprise metal barbs that are crimped onto the ends of the cord.

15. The display mattress protector defined in claim 11 wherein there are two cords for attaching the display mattress protector to the mattress, wherein each cord has two respective ends that are fastened to two respective corners of the clear sheet.

16. The display mattress protector defined in claim 11 wherein the cord has an overall length, the mattress protector further comprising at least one length-adjustment member on the cord that grips the cord to form a loop of unused cord length, thereby allowing coarse adjustments to the overall length of the cord.

17. The display mattress protector defined in claim 11 wherein the cord has an overall length, the display mattress protector further comprising at least one cord stopper attached to the cord for making coarse adjustments to the overall length of the cord.

18. The display mattress protector defined in claim 11 wherein the clear sheet has a thickness of between 20 and 40 gauge.

19. The display mattress protector defined in claim 11 wherein the promotional information comprises mattress features and wherein the cord comprises elastic cord.

20. A display mattress protector that is attached to a mattress to protect the mattress from

customer wear when customers are placing their feet on the mattress while testing the mattress in a showroom, wherein the mattress has a width, the display mattress protector comprising:

a clear rectangular sheet of double-polished clear vinyl having a width at least as large as the mattress width and having a thickness in the range of 20-40 gauge, wherein the rectangular sheet has an upper surface and a lower surface and has printed promotional information printed in reverse on the lower surface using vinyl ink so that the promotional information is not contacted by the feet of the customers, wherein the promotional information includes at least one mattress manufacturer's logo printed in reverse, and wherein there is a hole at each corner of the rectangular sheet;

two fabric-covered elastic shock cords each having two ends and each having an overall length, wherein the ends of the shock cords pass through the holes in the rectangular sheet and wherein the two shock cords extend under the mattress to hold the rectangular sheet in place against the mattress; and

a cord stopper on each of the two fabric-covered elastic shock cords for making adjustments to the overall length of each cord by holding a loop of unused cord.